



Recycle This! Newsletter

*Newsletter of the Maine State Planning Office, Waste Management & Recycling Program * September 2001*

Maine Recycles Week 2001: Learning from Past Experiences and Incorporating Exciting New Programs

Thanks to the hard work of a dedicated Steering Committee, Maine Recycles Week 2001 (MRW 2001), November 8-15, is already taking shape as a major recycling promotion campaign. Following is a summary of plans for MRW 2001.



Slogan

YIMBY! (Yes, In My BackYard)

Recycling (or Buying Recycled or Composting) Starts With ME!

No Pledge Contest in 2001

Because Maine is not officially participating in America Recycles Day this year, there will be no individual pledge contest. This program will be replaced with a new Municipal Campaign Contest, which the committee feels will result in more meaningful involvement of municipalities and increased education of the general public.

Municipal Campaign Contest - NEW in 2001!

As part of MRW 2001, the Steering Committee has developed a contest for municipalities. The Municipal Campaign Contest challenges municipalities to create and implement educational campaigns to promote recycling and buying recycled during Maine Recycles Week. The MRW 2001 Steering Committee will judge municipal participation and award prizes to municipalities with the best campaigns (*See Page 2 for more details*).

School Programs

As in past years, schools are encouraged to participate in MRW 2001 in a variety of ways, including incorporating activities into their curriculum, holding special recycling events, working with the local recycling program to promote recycling in the community, participating in the MRW 2001 Poster Contest, and much more!

Poster Contest: Any student in grades K-12 is eligible to enter the MRW 2001 Poster Contest. One winner from (*cont'd on page 2*)

Bye-Bye, Burn Barrel!

Maine legislators have passed and the Governor signed a new law that prohibits the use of back yard burn barrels. This ban on back yard burning goes into effect September 21, 2001.



A study done four years ago documented the use of nearly 10,000 backyard burn barrels across rural Maine.

This new law, Public Law Chapter 277, prohibits the out-of-door burning of highly combustible trash. Previously, burning of paper and wood products was allowed but since it is common for all types of trash, including plastics, to be tossed into a back yard burn barrel, and the burning of plastics releases dioxins and other toxins into our environment, the Legislature moved to stop this improper method of solid waste disposal.

In addition to aggravating respiratory diseases and suppressing our immune systems, exposure to toxic smoke from burn barrels can lead to chronic diseases such as emphysema and cancer, reproductive disorders and developmental disorders.

The DEP is developing and will distribute educational materials to municipal officials in September. Materials include an informational bulletin, a pad of public flyers and a poster for the town office. A public service campaign is also planned for this next winter and spring to coincide with the time of year when most open burning permits are issued.

Informational materials can be obtained by calling the Maine DEP Air Bureau at 207-287-2437 or on the web at www.mainedep.com.

Maine Recycles Week 2001

(cont'd from page 1)

each grade will be selected to create a *Recycle Maine! 2002 Calendar*. In addition, one of those entries will become next year's official MRW poster.

Prizes: Each school's participation will be judged by the MRW 2001 Steering Committee. (Extra points will be given to those schools that work with the local recycling program to promote recycling in the community.) The top 3 schools will each receive a \$500 cash prize. 5 of the remaining schools will be chosen at random to receive \$100 cash prizes, and 2 additional schools will be randomly selected to receive a free presentation by the Chewonki Foundation of their educational program, "Too Much Trash."

Sponsorship

All of the new and existing elements of MRW 2001 are made possible by the tremendous support of the Maine business community and other interested organizations. Sponsorship funds will be used to print the MRW 2001 posters and 2002 calendars that will be distributed to municipalities, schools, and businesses across the state. Sponsorship money will also be used for the school prize fund. In addition, the Portland Press Herald is providing in-kind sponsorship in the form of four quarter-page ads to be designed by the Steering Committee.

Special thanks to the following sponsors of Maine Recycles Week 2001:

Premier Sponsors:

Cascades Auburn Fiber, Commercial Paving & Recycling, Guilford of Maine, Maine State Planning Office, Maine Turnpike Authority, Penobscot Energy Recovery Company, Portland Press Herald, Waste Management of Maine.

Champion Sponsors

A.E. Robinson Oil Co., The Chewonki Foundation, Domtar Maine Corporation, L.L. Bean, Maine Resource Recovery Association

Supporting Sponsors

Mad Gab's, Maine Recycling Corp., Northeast Delta Dental, Sunday River Ski Resort, Woodard & Curran

Additional support provided by Pittsfield Woolen Yarns, Inc., and the Maine Housing and Building Materials Exchange.

MRW 2001 presents:

The Municipal Campaign Contest

How can your town participate?

Municipalities are encouraged to participate in MRW by developing and implementing a new and creative recycling education campaign during the week of November 8-15, 2001. Following are just a couple of ideas any town could use. For more ideas, contact SPO for a free MRW 2001 Planning Guide.

- Create displays on recycling and/or buying recycled
- Survey your residents
- Develop & distribute a new educational brochure
- Work with local schools to coordinate a special event, such as a town recycling day or a parade
- Design a recycling mascot
- Hold an open house at your solid waste facility

Judging & Prizes

Because each municipality is different in its program, its staff and its goals, we expect the campaigns to vary greatly. The MRW 2001 Steering Committee will judge the municipal campaigns based on commitment, creativity, overall effort, and scope. A more complete breakdown of judging criteria is available from SPO.

Municipal prizes will include:

- \$500 L.L. Bean Merchandise credit
- \$500 worth of recycled product from Commercial Paving & Recycling
- Sunday River Learn-to-Ski packages and Lift Tickets (great for employee recognition!)
- 2 free registration packages for the MRRA Annual Conference at the Samoset
- \$75 worth of free paint (up to 20 gallons!) from the Maine Housing and Building Materials exchange

Free Resources and More Information

If your town would like to participate in MRW 2001, contact Shannon Haines at SPO at 1-800-662-4545 for official rules and information. SPO will also provide you with free posters, planning guides, and educational materials to get you started.

2000 Municipal Solid Waste Data Analysis

At the end of August, 245 individual communities and 50 regions (representing 281 communities) had submitted their 2000 Municipal Solid Waste Annual Report to the State Planning Office. These reports cover approximately 97% of Maine's population.

Preliminary evaluation of the data provided by communities indicates, in comparison with the 1999 data, that not only has the tonnage of solid waste they managed slipped slightly, so has the amount captured and recycled. Bulky waste tonnages, both generated and recycled, appear to have increased from 1999. The reported tonnage of commercial waste managed outside public solid waste facilities increased significantly while commercial recycling increased slightly.

This month, SPO will be contacting a few communities and regions to review their submitted solid waste data before compiling the 2000 year Statewide Solid Waste and Recycling Reports. When that summary is completed, all municipalities and regions that sent in a 2000 year solid waste report will receive a copy of this statewide summary. If you would like to receive a copy of this summary, please contact Hank Tyler at 287-1489 or by e-mail at hank.tyler@state.me.us



Spotlight on Electronics Collection



Pilot Electronics Collections a Success!

SPO organized and funded three pilot electronics collection events during the month of August. Held in Portland, Auburn, and Tri-County (Union), these collections were the first of their kind in the state. The materials accepted at these collections were televisions, computers, computer monitors, and computer peripherals. There was no charge to participating communities or their residents. The goal of the collections was to see what types and volumes of material would be collected and to raise awareness about the toxicity of these materials.

The total amount of materials collected were (approximately): 55,000 lbs in Portland, 20,000 lbs in Auburn, and 10,000 lbs in Tri-County, for a total of forty-five tons of used electronics. All materials collected by the contractor, Crow International, Inc. of Ellsworth, were reused or recycled.

SPO would like to thank the communities of Portland, Auburn, and Tri-County (Appleton, Liberty, Palermo, Somerville, Union, and Washington) for hosting these events and Androscoggin Valley Council of Governments for help with promotion and data gathering.

For more information, please contact Tom Miragliuolo at 1-800-662-4545.

Upcoming Electronics Collection Workshops Target Municipalities & Counties in the Northeast

Governments looking for methods to manage growing amounts of used electronic equipment will have an opportunity this fall to get ahead of the curve and learn from their peers who are operating successful electronics recycling programs. On October 26 in Schenectady, NY, and November 7 in Boston, MA, the Northeast Recycling Council, Inc. (NERC) will conduct training workshops for municipal and county officials on how to set up electronics collection programs for recycling or reuse.

Sponsored by the US EPA, these workshops will cover a variety of collection strategies and their respective costs, challenges and key features. Trainers will share such information as how to set appropriate user fees, how program costs are impacted by various factors, and what to look for in an electronics processor. Participants will have the opportunity to focus on specific areas of interest, from one-day event planning to long-term cooperative marketing. Demanufacturers and other electronics vendors will also be present to provide networking opportunities and further know-how on this hot topic.

NERC has surveyed public collection programs across the country to characterize how communities are collecting electronic equipment and how much it is costing them. The results of this work will be incorporated into the workshops and into a comprehensive training manual provided to each workshop participant.

To view the agenda or register to attend a workshop, visit the NERC web site at www.nerc.org.

Maine State Planning Office
Waste Management & Recycling Program
38 State House Station
Augusta, ME 04333-0038
1-800-662-4545 or 207-287-8050
www.recyclemaine.com

Coming Soon

Maine DEP is holding 2 series of workshops in **September**:

- Training on **Universal Waste Handling Requirements** will be held in 9 locations across the state. Contact Ann Pistell at 207-287-2651
- **Transfer Station Operator Training** will be held in 5 locations across the state. Contact Linda Butler at 207-287-2651.

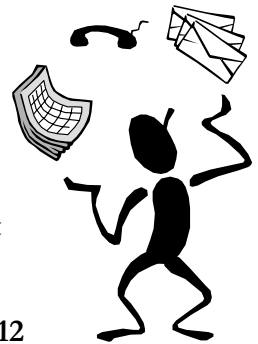
Maine Municipal Association's Annual Conference will take place from **October 10-12** at the **Augusta Civic Center**. Look for the **SPO booth!**

NERC and US EPA will hold **electronics collection workshops** in **Schenectady, NY** on **October 25** and **Boston, MA** on **November 7**. (*See page 3 for more details.*)

Maine Resource Recovery Association is planning a series of **Recycling & Solid Waste Primers** for municipal officials in **November**. Contact John Albertini at 207-942-6772 for more information

SPO is planning a **College & University Recycling Forum** for this fall. Contact SPO for more details at 1-800-662-4545.

November 8-15 is Maine Recycles Week 2001! Contact Shannon Haines at 1-800-662-4545 for more info.



A Guide to Celebrating MAINE RECYCLES WEEK!

It's Easy, It's Fun, and ANYONE Can Do It!

Anyone can celebrate Maine Recycles Week (MRW). It is just a matter of determining how much time and resources you have to put into it. SPO has developed this Guide to Celebrating Maine Recycles Week to help you organize an effort based on the amount of time and resources that you have available to you.

Event ideas have been broken down into three categories: Level 1, Level 2, and Level 3. Level 1 Activities are activities that involve only the recycling program and its staff, whereas Levels 2 & 3 involve the rest of the community to some degree. Level 2 activities are ways that the recycling program can reach out to the community and Level 3 Activities encourage cooperation between the recycling program staff and the community in the planning and implementation of events. SPO encourages you to use these levels as building blocks. If you can accomplish everything in Level 1, move on to Levels 2 & 3. For many communities this will be the first time that they have attempted this sort of campaign. In that case, Levels 2 & 3 will be something to aim for in future years.



GENERAL ADVICE

No matter how much your community plans to do for Maine Recycles Week, there are a few things you should keep in mind:

- **If you have a recycling or solid waste committee, involve them early in the planning stages.** Chances are they will be able to take a good deal of the weight off your shoulders.
- **Make sure to let the local media know what you are doing.** It is important to remember that the goal of MRW is to raise public awareness of recycling and the purchase of recycled content products. The media will help you to reach the widest audience with your message.
- **Be creative in assessing your resources.** If you are a one-person team or a small shop and you think that it is impossible for you to do what you want to do for MRW, think again. Look around the community for other resources. There may be a 4th grade class, for example, that would be able to create a Buy Recycled display for a class project.
- **Make sure that SPO knows about your efforts.** SPO will list all known municipal events on our web site, both to recognize participating towns and also to serve as inspiration for other towns wondering what to do. We will also be including municipal events in our MRW press releases. In addition to publicity, SPO may also be able to offer you educational materials, contact information, and other resources that will help you in the planning of your event.

LEVEL 1 ACTIVITIES

These activities can all be managed by a single person and do not necessarily require a committee or volunteer group.

Posters

- Put up the MRW 2001 poster, provided by SPO, at your facility or the town office.

Create a Display

- Put together a display on buying recycled content products for people to stop at when they come to your facility.
- Start by calling SPO for their fact sheet entitled *Buy Recycled and Close the Loop!* Make copies of this to distribute at your display.
- Display materials that you collect for recycling along with a product that is made from that material. For example, display newspapers, phone books, and magazines (a.k.a. "Maine Pack") with the end product phone books, or milk jugs with a traffic cone, etc.

Hold an Open House

- Pick a date between the 8th and the 15th of November.
- Invite the public to stop by and learn more about your program. Advertise by putting posters in the (cont'd on reverse)

town office, local businesses, and at the facility.

- Have staff available to answer any questions that the public might have.
- Consider offering refreshments - cider and donuts make great snacks in November!
- Invite the local press to cover your open house.

LEVEL 2 ACTIVITIES

If you start planning early, you can do even more. These activities involve bringing your message out into the community. Keep in mind that the more effort you put into it, the more you will raise public awareness.

Put Displays Up in the Community

- In addition to a display at your facility, put displays up at the town office, the library, and other public areas.

Give a Talk in the Community

- Arrange to talk about recycling and local opportunities for buying recycled at the school(s) and/or meetings of local organizations and service clubs, such as the Rotary or Grange.

Work with the Media

- Write a letter to the editor on recycling or buying recycled.
- Ask the local media to do a story or series of stories on recycling and/or buying recycled.

Conduct Tours of Your Facility

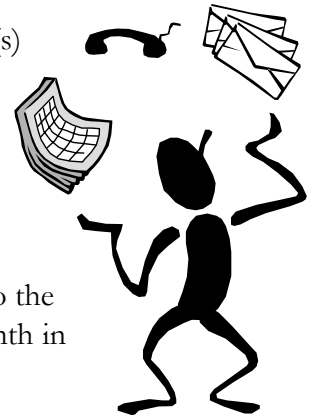
- Schedule tours of the facility during MRW. Invite school classes or open the facility up to the public. If you plan to invite school children, be sure to contact the school at least a month in advance.

Conduct A Survey

- Write up a brief survey regarding public awareness of recycling and the purchase of recycled content products. Ask people to fill out the survey as they come to your facility. (You could also ask students from the local school to volunteer to conduct the survey orally. Many high school seniors are required to perform community service.) This is a way to not only find out how much your public knows, but also to raise awareness of terms such as “buying recycled.”

Get Municipal Officials to Publicly Proclaim Maine Recycles Week

- Ask town officials to issue a proclamation supporting MRW and “buy recycled.”



LEVEL 3 ACTIVITIES

Parade/Festival/Celebration

- Put together a MRW Committee and work as a group to organize a big event in celebration of MRW, such as a parade, a fun festival, or some other sort of celebration.

Involve All Segments of the Community

- Work with businesses to help them display their products made from recycled content.
- Work with schools to coordinate special recycling-related events.

Special Materials Drive

- Hold a collection for a material that you don't usually collect in your program, such as electronic equipment.

Work with Local Radio/Public Access TV Station

- Write a public service announcement and have your local radio station record it.
- Talk to your local public access station about doing a half hour spot on recycling or buying recycled. You may want to work with the local schools on this project. Students could write a script and record it at the local station for school credit!

**FOR MORE INFORMATION,
OR TO OBTAIN YOUR FREE MRW
MATERIALS, PLEASE CONTACT:
Shannon Haines, (p) 1-800-662-4545 or
shannon.haines@state.me.us**

**VISIT THE MRW WEB SITE AT:
www.recyclemaine.com**